



# C-19 BULLETIN - January 18, 2021

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## Chair's Message

I spent much of the weekend and this morning in media interviews answering questions about TIABC and our industry's position (as outlined in last Friday's Bulletin) on the notion of a domestic travel ban that Premier Horgan was asked about during a news conference last week. I'll come back to this topic in a moment.

In the meantime, TIABC's CEO, Walt Judas and I met with Premier Horgan and Minister Mark earlier today to discuss the state of BC's visitor economy and outline needs and opportunities to allow the sector to survive what is projected to be another extremely challenging year.

Among other priorities, we proposed three critical initiatives to build a path to success:

#1 – That a formal process be initiated immediately between our industry, government and the PHO to review current and impending orders that affect tourism and hospitality with the goal to inform businesses and stakeholders, to provide recommendations on other options, and to mitigate the ramifications of these directives.

#2 – To work with industry on a safe and competitive reopening plan outlining the necessary steps to restart the visitor economy when the time is right. The reopening plan would include key elements such as rapid-testing, border mobility, a workforce strategy, vaccines, marketing and other essentials.

#3 - Further assistance in the form of working capital grants or a government-secured loan program to help both large and small businesses, and in particular cornerstone businesses such as major attractions, hotels, transportation providers and others that have yet to qualify or receive relief funding.

Industry's goal is to ensure businesses survive to get people working again and to provide the products, experiences and level of service that visitors have come to expect in BC.

One other point of information we discussed was the degree to which virtually every tourism and hospitality business has gone above and beyond the call with COVID-19 health and safety protocols to ensure that guests, workers and communities are safe and protected.

It was a very productive meeting that left us with confidence that Premier Horgan and Minister Mark clearly understood that our industry is still in a free-fall and desperately needs more help. For the record, they were also very receptive to the aforementioned recommendations.

Back to the travel ban. Both in the meeting with Premier Horgan and Minister Mark, as well as multiple media interviews, I conveyed several key messages that I trust were understood by listeners, viewers, readers and government. Briefly and in no particular order:

- Rather than an outright ban, we need to consider a more balanced approach and other ways to deal with current and prospective visitors like working together with government on messaging to travellers to respect and abide by our health and safety protocols
- In spite of our opposition to a ban, the industry has not and will not encourage non-essential travel to the province for the time being in keeping with PHO directives
- A ban has long-term and lingering effects that could propel visitors to go elsewhere once travel resumes
- A ban further pits residents against visitors...something we've seen far too often during the pandemic, regardless of the circumstances or reasons why visitors are here
- A ban further demonizes the beleaguered tourism sector and intimates that visitors are the culprits for spreading the virus...which is not true. There is no data to support that assertion.

As you can appreciate, I've provided only a summary of our discussion and interviews. In the coming days and weeks, we'll continue to work closely with government on the components needed to help our industry and will communicate with you accordingly on ways to engage, as well as our progress.

Vivek Sharma  
Chair, TIABC

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## Petition to the Government of Canada Tourism Recovery Plan



Tony Baldinelli, Conservative MP and Special Advisor to the Leader on Tourism Recovery, is sponsoring a petition calling on the federal government to present a tourism recovery plan on or before the 2021 federal budget.

The deadline to sign the petition is February 7th.

Learn more at: [petitions.ourcommons.ca/en/Petition/Details?Petition=e-3027](https://petitions.ourcommons.ca/en/Petition/Details?Petition=e-3027)

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## Seeking Tourism & Hospitality Employers

As we enter a new year and reflect on the devastating and lasting effect that COVID-19 has had on our industry, it's now time to look forward to the future resiliency of our workforce. How will the landscape change post-pandemic? How will we attract and retain skilled workers? How will the sector rise above perceived stigma?

Tourism HR Canada, MDB Insights and OTEC invite you to express your interest in participating in a cross-country focus group in February. Feedback will assist in predicting future challenges faced by the sector and recommendations on how to overcome them.

In order to understand the specific challenges you will face post-pandemic and how we can best support you, we need to hear from employers across the tourism and hospitality spectrum. Employers from all five distinct industry groups within the sector are encouraged to participate, including accommodation, food and beverage services, recreation and entertainment, transportation and travel services.

**Register here** to be considered for participation in an online focus group for your province (schedule below.) While we will involve as many individuals as possible, we will select a representative sample of the industry from those who register.

British Columbia  
Thursday February 4th  
2:00 pm-3:30 pm Eastern (11am-12:30pm Pacific)

Learn more at:

**tiac-**  
[aitc.ca/cgi/page.cgi/\\_blog.html/TIAC\\_Talk\\_Blog/You\\_re\\_Invited\\_to\\_Help\\_Shape\\_the\\_Post-COVID\\_Future\\_of\\_Tourism\\_Hospitality](https://aitc.ca/cgi/page.cgi/_blog.html/TIAC_Talk_Blog/You_re_Invited_to_Help_Shape_the_Post-COVID_Future_of_Tourism_Hospitality)

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## **Tourism Coalition**

A coalition of tourism partners, including TIABC, issued a [news release](#) on Friday on the proposed inter-provincial travel ban. As a group of concerned tourism organizations, the coalition aims to communicate the following:

- The industry is not promoting or encouraging non-essential travel within BC or from other provinces. We are completely aligned with the Province's directive and have not been marketing out-of-province during most of the pandemic.
- Several BC tourism operators cancelled reservations from other provinces to comply with the most recent directive to avoid non-essential travel (importantly, it was not an order).
- BC tourism businesses are working to educate guests...no matter where they are from...on expectations, as well as health and safety protocols.
- However, we should not be judging why people are visiting BC, nor should we prevent them from visiting. Many are here for business and other legitimate reasons and are taking advantage of our amenities while they're here.
- Some people with out of province license plates have second homes here, some are people who have returned home from other provinces during the pandemic, some are students and workers from other provinces.
- A ban sends the wrong message and further pits residents against visitors, no matter the reason people are visiting the province.
- Bans have lingering effects on a destination's reputation. People will choose other places that are more welcoming when travel resumes in earnest.
- It is not travel that is the culprit for the spread of the virus, it is individual behaviour.
- Our role as an industry is to work with government to educate prospective visitors and do our best to ensure they know, understand and comply with BC's stringent health and safety protocols.

TIABC and our industry partners have been busy with media interviews since the release. Below is a sample of the coverage.

**BC Tourism Industry Decries Premier's Inquiries to Implement Travel Ban**  
[www.cbc.ca/news/canada/british-columbia/bc-tourism-covid19-travel-premier](http://www.cbc.ca/news/canada/british-columbia/bc-tourism-covid19-travel-premier)

**Tourism Industry Says InterProvincial Travel Ban Would Cause 'Reputational Damage' to BC**  
[bc.ctvnews.ca/tourism-industry-says-interprovincial-travel-ban-would-cause-reputational-damage-to-b-c](http://bc.ctvnews.ca/tourism-industry-says-interprovincial-travel-ban-would-cause-reputational-damage-to-b-c)

**BC Travel Ban Will Harm Struggling Tourism Sector Says Industry Coalition**  
[www.prpeak.com/b-c-travel-ban-will-harm-struggling-tourism-sector-says-industry-coalition](http://www.prpeak.com/b-c-travel-ban-will-harm-struggling-tourism-sector-says-industry-coalition)

**Tourism Sector Fear 'Disastrous' Effects if BC Halts Leisure Travel from Alberta**  
[biv.com/article/2021/01/tourism-sector-fears-disastrous-effects-if-bc-halts-leisure-travel-alberta](http://biv.com/article/2021/01/tourism-sector-fears-disastrous-effects-if-bc-halts-leisure-travel-alberta)

**Ban on Interprovincial Travel Would Be Unconstitutional: Tourism Association of BC**  
[www.citynews1130.com/2021/01/15/interprovincial-travel-ban-bc-unconstitutional](http://www.citynews1130.com/2021/01/15/interprovincial-travel-ban-bc-unconstitutional)

## **British Columbia Looks to Create Its Own Pandemic Bubble**

[www.theglobeandmail.com/canada/british-columbia/article-british-columbia-looks-to-create-its-own-pandemic-bubble](http://www.theglobeandmail.com/canada/british-columbia/article-british-columbia-looks-to-create-its-own-pandemic-bubble)

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## **Meetings Mean Business Canada Update**

Advocacy work: As the business events community faces ongoing lockdowns and other challenges, MMBC continues to advocate to all levels of government with key messaging:

- Face-to-face events bring business leaders together to create transactional opportunities that drive the economy, jobs, and other growth opportunities.
- The business events sector has decades of proven expertise in hosting controlled, safe gatherings, including sophisticated delegate tracing systems during and after events.
- The business events community is ready and willing to assist governments in their efforts to rebuild Canada's economy.

Provincial initiatives

- MMBC is a positive partner with provincial governments to help develop protocols to reopen safe and healthy business events.
- MMBC supports the efforts of provincial leadership groups as they advocate to reopen business events at the regional level.
- MMBC will communicate positive provincial initiatives to decision-makers in Ottawa as part of our ongoing federal advocacy work.

Global Meetings Industry Day (GMID), April 8, 2021

- Our online, Canada-wide event will focus on the topic of Reopening Business Events safely and in a controlled fashion.
- MMBC will extend personal invitations to high-level federal and provincial leaders as well as industry stakeholders.
- Key discussions include: Why business events are crucial to economic recovery in all industries; how our sector is supporting its hardest-hit members at this time; and protocols and ideas for reinstating safe events that will help drive Canada's economy forward.

Learn more at:

[www.meetingsmeanbusiness.ca/post/q1-forecast-provincial-initiatives-gmid-new-opportunities](http://www.meetingsmeanbusiness.ca/post/q1-forecast-provincial-initiatives-gmid-new-opportunities)

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## **NMMA Submits Recommendations to Transport Canada on PCL and PCOC**

The National Marine Manufacturers Canada (NMMA Canada) and the Marine Trade associations across Canada, representing the entire recreational boating industry, recently wrote to the Director General of Marine Safety and Security at Transport Canada to provide feedback on the proposals to modernize the Pleasure Craft Licensing (PCL) and Pleasure Craft Operator Competency (PCOC) programs.

The expected economic damage of repealing the checklist is backed by hard data. Many boat rental companies and fishing lodges have just weathered the worst season on record with catastrophically low tourism numbers. The impact of removing a vital revenue stream from already beleaguered firms is frightening. Indeed, some marinas have invested hundreds of thousands of dollars into rental boat inventory. Requiring a PCOC of every renter would decimate both the casual domestic customer and foreign visitors who do not have equivalent proof of competency from their home country.

Instead of repealing the RBSC, the letter proposes a more targeted approach: strengthen the RBSC standard and go after bad actors with more targeted enforcement and tougher penalties. Transport Canada should leverage existing resources such as the [Rentalboatsafety.ca](https://rentalboatsafety.ca) website. There is a need for clearer communications with boat rental companies and the public on the value of this tool and the importance of proper on-water training for new boaters. We also recommend Transport Canada require more detailed records and incident reporting by boat rental companies to ensure that good safety practices are being followed. For rental companies located near busy or hazardous waterways, Transport Canada may need to explore regional solutions to promote safety.

Read the full letter [here](#)

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## **Wilderness Tourism Association AGM**

Thursday, January 28th, 1:00-4:00 PM

TIABC CEO Walt Judas will be a guest speaker at the upcoming AGM for the Wilderness Tourism Association of BC. The agenda can be viewed at [wilderness-tourism.bc.ca](https://wilderness-tourism.bc.ca).

The AGM will take place virtually via Zoom. To register, please email [admin@wilderness-tourism.bc.ca](mailto:admin@wilderness-tourism.bc.ca) to receive the meeting login details.

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The **BC Hospitality Foundation** (BCHF) has partnered with Destination Greater Victoria on a lottery with over \$3,000 in prizes. Odds are GREAT!

Prizes are redeemable in 2021 and by purchasing a ticket you not only help the BCHF, but also help Greater Victoria's tourism and hospitality industry in this trying time.

Lottery ticket sales are now LIVE and run through to 11:59 pm Sunday, February 7th. The draw will happen at noon on Monday, January 8th.

Check out the list of prizes [here](#)

Buy your tickets [here](#) - we wish you luck!

*The British Columbia Hospitality Foundation is a charity that raises funds to support those in the hospitality industry facing financial crisis due to a health condition. Each year hundreds of hospitality workers across BC face financial challenges and have no where*

*else to turn. The BCHF helps them when all other options have been exhausted. But that's not all they do! Learn more at:*  
**[bchospitalityfoundation.com/about](https://bchospitalityfoundation.com/about)**

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## **Mark Your Calendars**

### **BC Tourism & Hospitality Conference**

TIABC and the BC Hotel Association will be co-hosting the *BC Tourism & Hospitality Conference* (virtually) during the week of March 8th to 12th, 2021.

Stay tuned for more details soon.